



OFFICE OF THE DIRECTOR OF NATIONAL INTELLIGENCE

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General Position Information

Job Title: 16783 - Chief of Multimedia - GS-15

Salary Range: \$114,590 - \$164,200 (not applicable for detailees)

Vacancy Open Period: 08/14/2018 – 08/29/2018

Position Type: Cadre, Detailee

Who May Apply: Internal and External Candidates, Detailees

Division: CMO/CMO

Duty Location: McLean, VA

Security Clearance: TS/SCI with CI Polygraph

Travel Required: 0-25% Travel

Relocation Expenses: Not Authorized.

Job Interview Travel: Candidates from outside the Washington, D.C., area may be selected for a telephone, teleconference, or in-person interview. If selected for an in-person interview, any travel or lodging will be at the applicant's personal expense.

Position Information

This is an opportunity for:

- An internal or external candidate to fill a GS-15 cadre position.
- A Federal Government employee to serve on a two-year reimbursable detail assignment in the ODNI. The detail assignment may be extended an additional year if all parties agree.

Who May Apply

Current GS employees at the same grade or one grade lower than the advertised position grade may apply.

Former members of the Peace Corps may be considered for ODNI employment only if five full years have elapsed since separation from the Peace Corps.

- For a cadre assignment:
 - Current ODNI permanent cadre.
 - Current ODNI Staff Reserve Employees. (A staff reserve employee who currently occupies this position may not apply.)
 - Current Federal Government employees. (Current GS employees at the same grade or one grade lower than the advertised position grade may apply.)



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- Candidates outside the Federal Government.
- For a detailee assignment:
 - Current Federal Government employees. (Current GS employees at the same grade or one grade lower than the advertised position grade may apply.)

Salary Determination

- The ODNI uses a rank-in-person system in which rank is attached to the individual. A selected ODNI candidate or other Federal Government candidate will be assigned to the position at the employee's current GS grade and salary.
- For a selected non-Federal Government candidate, salary will be established within the salary range listed above, based on education and experience.
- A current Federal Government employee, selected for a detail, will be assigned to the position at his or her current grade and salary.

Component Mission

Strategy & Engagement - Strategic Communications – Positions the IC for the future through consistent and focused messaging and engagement that clearly communicates the vision, mission and direction of the IC over the next 5-10 years. Builds relationships, partnerships and strategies to create the right level of insights and transparency internally and externally, garnering the understanding and support of the American public.

Major Duties and Responsibilities (MDRs)

- Under the direction of the Office of Strategic Communications, set a vision for, build and lead the multimedia office.
- Lead multi-media storytelling initiatives to include the development and implementation of digital communication strategies, and the use of digital tools and platforms to enhance communication capabilities.
- Recommend, develop & implement best practices for digitally-mediated communication, collaborating with offices throughout the ODNI on strategy, accessibility and transparency. This includes management of web & social media policy, design, content for ODNI's social media activities, internal and external communication.
- Plan and execute online multi-media campaigns in a creative way to provide greater understanding of the ODNI and the Intelligence Community's mission, goals, and strategies to diverse audiences.
- Serve as an adviser to ODNI components on electronic multi-media communications strategies, initiatives, and messaging.
- Cultivate and foster productive working relationships with staff in other communications organizations in the Intelligence Community, and, as appropriate, members of the media, community leaders, policy groups, and/or concerned constituencies to provide information about ODNI mission, programs, and activities.



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- Monitor and evaluate the impact of electronic media communication efforts and provide structured recommendations and innovative solutions to maximize the effectiveness of communication within the Intelligence Community.
- Co-lead the design and stand up for a corporate graphics capability to improve quality and efficiency of graphics support to the ODNI.

Mandatory and Educational Requirements

- Demonstrated expertise with developing and implementing multi-media digital strategies, and with the use of digital tools and infrastructure including social networking/Web 2.0 tools and concepts.
- Demonstrated expertise with developing and implementing visual storytelling strategies.
- Demonstrated expertise communicating any topic, whether high profile or routine, in a creative way that maximize engagement and understanding.
- Demonstrated experience acquiring, editing or producing commercial quality graphics, video and audio informational material for use across multiple platforms including web and traditional media platforms using industry standard digital editing and graphic design software.
- Record of success in building teams, leading change, and working effectively with others in a diverse, complex, and evolving environment;
- Outstanding interpersonal and customer service skills, including the ability to work independently and in a team or collaborative environment, to work with all levels of employees from support staff to front office leadership, and to be proactive and responsive in communicating with all stakeholders.
- Demonstrated expertise managing competing priorities under strict deadlines while maintaining a high level of attention to detail; demonstrated ability to work effectively with senior leaders in a high profile and demanding office.
- Excellent oral and written communication skills and demonstrated ability to produce concise products that clearly and logically convey complex information and ideas.
- Outstanding leadership and managerial capabilities, including the ability to effectively direct taskings, assess and manage performance, and support personal and professional development of all levels of personnel.
- Knowledge of the ODNI, IC, Congressional oversight committees, and the overall national security apparatus.

Desired Requirements

None.

Key Requirements and How To Apply

Internal ODNI Candidates:

A complete application package must include:



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- a. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- b. **PERFORMANCE EVALUATIONS:** Applicants are required to provide their two most recent performance evaluations. A justification is required if the applicant is unable to provide the two most recent evaluations.
- c. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.
- d. **COVER LETTER:** Applicants must submit a cover letter as a supplement to the resume to elaborate on their qualifications and previous work performed.

WHERE TO SUBMIT: Applications should be sent to either DNI-MSD-HR-RR-Team_A_WMA@dni.ic.gov (classified email system) or Recruitment_TeamA@dni.gov (unclassified email system). Applicants submitting via JWICS are requested to submit their materials to both longvj@dni.ic.gov (Vincent L.) and mccreaz@cia.ic.gov (Zina M.) in lieu of the group address above. All attachments should be in Microsoft Word or Adobe PDF format.

Applications submitted through the classified email system should NOT contain classified information above the TS//SI//TK//NOFORN level.

External Candidates:

Key Requirements:

- U.S. Citizenship.
- Successful completion of CI polygraph and background investigation.
- Successful completion of a ODNI medical screening.
- A two-year trial period is required for all new permanent appointments to the ODNI.

A complete application must include:

- a. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- b. **PERFORMANCE EVALUATIONS:** Applicants are required to provide their two most recent performance evaluations. A justification is required if the applicant is unable to provide the two most recent evaluations.
- c. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.
- d. **COVER LETTER:** Applicants must submit a cover letter as a supplement to the resume to elaborate on their qualifications and previous work performed.



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- e. **SF-50:** Current or former Federal Government employees must provide an SF-50, "Notification of Personnel Action" to verify current federal status, position, title, grade, and organization of record.

WHERE TO SUBMIT: Applications should be sent to either DNI-MSD-HR-RR-Team_A_WMA@dni.ic.gov (classified email system) or Recruitment_TeamA@dni.gov (unclassified email system). Applicants submitting via JWICS are requested to submit their materials to both longvj@dni.ic.gov (Vincent L.) and mccreaz@cia.ic.gov (Zina M.) in lieu of the group address above. All attachments should be in Microsoft Word or Adobe PDF format.

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Current Federal Employees Applying for a Detail Assignment:

Applicants from federal agencies within the Intelligence Community (IC) may be considered for this position as a reimbursable detailee, if endorsed by the employing agency. Applicants must have current TS/SCI clearances with polygraph or have the ability to obtain one. The ODNI does not conduct polygraphs or provide security clearances for detailees. *Applicants from within the IC must submit an application through the classified IC Joint Duty Program website.*

Applicants from federal agencies outside the IC must provide:

- a. **WRITTEN ENDORSEMENT** from the employing agency concurring with the detail.
- b. **RESUME:** Applicants are encouraged to carefully review the vacancy announcement, particularly the MDRs, and construct their resume to highlight their most significant experience and qualifications relevant to this job opportunity.
- c. **PERFORMANCE EVALUATIONS:** Applicants are required to provide their two most recent performance evaluations. A justification is required if the applicant is unable to provide the two most recent evaluations.
- d. **VACANCY NUMBER:** Reference the vacancy number in the subject line of the email and on each document submitted.
- e. **CURRENT SF-50:** Federal Government employees must provide an SF-50, "Notification of Personnel Action" to verify current federal status, position, title, grade, and organization of record.
- f. **COVER LETTER:** Applicants must submit a cover letter as a supplement to the resume to elaborate on their qualifications and previous work performed.

WHERE TO SUBMIT: Applications should be sent to either DNI-MSD-HR-RR-Team_A_WMA@dni.ic.gov (classified email system) or Recruitment_TeamA@dni.gov (unclassified email system). Applicants submitting via JWICS are requested to submit their materials to both longvj@dni.ic.gov (Vincent L.) and mccreaz@cia.ic.gov (Zina M.) in lieu of the group address above. All attachments should be in Microsoft Word or Adobe PDF format.

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All Applicants:



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APPLICATION PACKAGES MUST CONTAIN ALL ITEMS LISTED ABOVE. AN INCOMPLETE APPLICATION PACKAGE WILL BE INELIGIBLE FOR CONSIDERATION.

Your application **MUST** be received by midnight on the closing date of this announcement. Applications received after the closing date will **NOT** be eligible for consideration.

To verify receipt of your application package **ONLY**, you may call 703-275-3799.

What To Expect Next

The most highly qualified candidates will be referred to the hiring manager for further consideration and possible interview. We expect to make a selection within 30 days of the closing date of this announcement. Due to the large number of applications received, applicants will be contacted **ONLY** if they have been selected for an interview.

Agency Contact Information

ODNI Recruitment; Phone: 703-275-3799; Email: Recruitment_TeamA@dni.gov

Other Information

The ODNI offers a broad array of benefits programs and family friendly flexibilities for ODNI cadre.

- Federal Employees Health Benefits Program: <http://www.opm.gov/insure/health/index.asp>
- Life Insurance: <http://www.opm.gov/insure/life/index.asp>
- Long-Term Care Insurance: <http://www.ltcfeds.com>
- Federal Employees Retirement SYSTEM (FERS) (new employees automatically covered):
<http://www.opm.gov/retire/index.asp> If you are transferring from another agency and covered by the Civil Service Retirement System (CSRS), you may continue in that system.
- Annual and Sick Leave: <http://www.opm.gov/oca/leave/index.asp>
- Flexible Spending Accounts for Health Care and Dependent Care: <http://www.fsafeds.com/fsafeds/index.asp>
- Paid Federal Holidays
- Alternative Work Schedules

The ODNI is an equal opportunity employer and abides by applicable employment laws and regulations.

REASONABLE ACCOMMODATIONS FOR PERSONS WITH DISABILITIES: The ODNI provides reasonable accommodations to otherwise qualified applicants with disabilities. IF YOU NEED A REASONABLE ACCOMMODATION for any part of the application and hiring process, please notify the Intelligence Community Equal Employment Opportunity and Diversity Office Representative by classified email at DNI-EEOD-RA-ACF@exchange.cia.ic.gov by unclassified email at DNI-EEOD@dni.gov, by telephone at 301-243-0704 or by FAX at 301-243-1200. Your request for reasonable accommodation will be addressed on a case-by-case basis. **PLEASE DO NOT SUBMIT YOUR APPLICATION TO THE EEOD EMAIL ADDRESS.**



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THIS EMAIL IS FOR REASONABLE ACCOMMODATION REQUESTS ONLY. PLEASE SUBMIT YOUR APPLICATION VIA THE EMAIL ADDRESS PROVIDED IN THE 'HOW TO APPLY' SECTION ABOVE.